

## ORDER



**Orders**  
**Order / Rev:** 710594  
**Alt Order #:** 06300844  
**Product Desc:** OBAMA SKED C  
**Estimate:** 2274  
**Flight Dates:** 09/04/12 - 09/17/12  
**Original Date / Rev:** 08/29/12 / 08/29/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential,Political,PL-Federal  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/03/12	09/09/12	50	\$26,125.00	\$22,206.25
09/10/12	09/16/12	62	\$45,075.00	\$38,313.75
09/17/12	09/23/12	9	\$10,400.00	\$8,840.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	121	\$81,600.00	\$69,360.00	0.00
<b>Totals</b>	<b>121</b>	<b>\$81,600.00</b>	<b>\$69,360.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WKYC	29%	\$81,600.00
Market	100%	\$281,379.31

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	1%	\$2,813.79
WEWS	31%	\$87,227.59
WJW	23%	\$64,717.24
WOIO	14%	\$39,393.10
WUAB	2%	\$5,627.59

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	09/04/12	09/07/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF - -	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	- TWTF - -		1		\$100.00		0.00					
E 2	WKYC	09/04/12	09/07/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	- TWTF - -		2		\$600.00		0.00					
3	WKYC	09/04/12	09/07/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	8	\$600.00	P-5	0.00	NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

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Advertiser: Obama/D/President  
 Product Desc: OBAMA SKED C  
 Estimate: 2274

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WKYC	09/04/12	09/07/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	8	\$600.00	P-5	0.00	NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF - -		8			\$600.00			0.00			
4	WKYC	09/08/12	09/08/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	- - - - - S -	:30	1	\$600.00	P-5	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	- - - - - S -		1			\$600.00			0.00			
5	WKYC	09/09/12	09/09/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	- - - - - S	:30	1	\$600.00	P-5	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	- - - - - S		1			\$600.00			0.00			
6	WKYC	09/04/12	09/07/12	M-F 9-10a Today II Today Show II	CM	9a-10a	- TWTF - -	:30	3	\$250.00	P-5	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF - -		3			\$250.00			0.00			
7	WKYC	09/04/12	09/07/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	- TWTF - -	:30	3	\$100.00	P-5	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF - -		3			\$100.00			0.00			
8	WKYC	09/04/12	09/07/12	M-F 10-11a M-F 10-11a	CM	10a-11a	- TWTF - -	:30	3	\$150.00	P-5	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF - -		3			\$150.00			0.00			
9	WKYC	09/04/12	09/07/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	- TWTF - -	:30	3	\$300.00	P-5	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF - -		3			\$300.00			0.00			
10	WKYC	09/04/12	09/07/12	Days of Our Lives Days of Our Lives	CM	1p-2p	- TWTF - -	:30	3	\$250.00	P-5	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF - -		3			\$250.00			0.00			
11	WKYC	09/04/12	09/07/12	M-F 2-3p Rachel Ray	CM	2-3p	- TWTF - -	:30	3	\$175.00	P-5	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF - -		3			\$175.00			0.00			
12	WKYC	09/04/12	09/07/12	M-F 3-4p The Doctors	CM	3p-4p	- TWTF - -	:30	3	\$200.00	P-5	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF - -		3			\$200.00			0.00			
13	WKYC	09/04/12	09/07/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	- TWTF - -	:30	3	\$300.00	P-5	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF - -		3			\$300.00			0.00			
14	WKYC	09/04/12	09/07/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF - -	:30	4	\$600.00	P-5	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF - -		4			\$600.00			0.00			
15	WKYC	09/04/12	09/07/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF - -	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF - -		1			\$1,200.00			0.00			
16	WKYC	09/04/12	09/07/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	- TWTF - -	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF - -		1			\$2,000.00			0.00			
17	WKYC	09/04/12	09/07/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	- TWTF - -	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
17	WKYC	09/04/12	09/07/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	- TWTF--	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF--		1				\$1,200.00		0.00			
18	WKYC	09/04/12	09/07/12	M-F 730-8p Entertainment Tonight	CM	730-8p	- TWTF--	:30	3	\$750.00	P-5	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF--		3				\$750.00		0.00			
19	WKYC	09/08/12	09/08/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	1	\$400.00	P-5	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1				\$400.00		0.00			
E 20	WKYC	09/10/12	09/10/12	Mon Prime Other Monday Prime Other	CM	Various (8:00 PM-10:00 PM)	M-----	:30	1	\$6,500.00	P-3	0.00	NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$6,500.00		0.00			
21	WKYC	09/04/12	09/04/12	Tue Prime A Tue Prime A	CM	8-9p	-T-----	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-T-----		1				\$3,000.00		0.00			
22	WKYC	09/04/12	09/08/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	-TWTFs-	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTFs-		1				\$1,200.00		0.00			
23	WKYC	09/10/12	09/10/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	2	\$600.00	P-5	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		2				\$600.00		0.00			
24	WKYC	09/10/12	09/10/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	M-----	:30	1	\$250.00	P-5	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$250.00		0.00			
25	WKYC	09/10/12	09/10/12	Days of Our Lives Days of Our Lives	CM	1p-2p	M-----	:30	1	\$250.00	P-5	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$250.00		0.00			
26	WKYC	09/10/12	09/10/12	M-F 2-3p Rachel Ray	CM	2-3p	M-----	:30	1	\$175.00	P-5	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$175.00		0.00			
27	WKYC	09/10/12	09/10/12	M-F 3-4p The Doctors	CM	3p-4p	M-----	:30	1	\$200.00	P-5	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$200.00		0.00			
28	WKYC	09/10/12	09/10/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$300.00		0.00			
29	WKYC	09/10/12	09/10/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$600.00	P-5	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$600.00		0.00			
30	WKYC	09/10/12	09/10/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$750.00	P-5	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$750.00		0.00			
31	WKYC	09/12/12	09/14/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--WTF--	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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31	WKYC	09/12/12	09/14/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--WTF--	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		1				\$100.00		0.00			
E 32	WKYC	09/12/12	09/14/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	--WTF--	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		2				\$800.00		0.00			
E 33	WKYC	09/12/12	09/14/12	M-F 7-9a Today Today Show	CM	7a-9a	--WTF--	:30	8	\$800.00	P-3	0.00	NM	8	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		8				\$800.00		0.00			
34	WKYC	09/15/12	09/15/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$600.00	P-5	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1				\$600.00		0.00			
E 35	WKYC	09/16/12	09/16/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1				\$800.00		0.00			
E 36	WKYC	09/12/12	09/14/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--WTF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		3				\$400.00		0.00			
E 37	WKYC	09/12/12	09/14/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	--WTF--	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		3				\$150.00		0.00			
38	WKYC	09/12/12	09/14/12	M-F 10-11a M-F 10-11a	CM	10a-11a	--WTF--	:30	3	\$150.00	P-5	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		3				\$150.00		0.00			
39	WKYC	09/12/12	09/14/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	--WTF--	:30	3	\$150.00	P-5	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		3				\$150.00		0.00			
E 40	WKYC	09/12/12	09/14/12	Days of Our Lives Days of Our Lives	CM	1p-2p	--WTF--	:30	3	\$375.00	P-3	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		3				\$375.00		0.00			
41	WKYC	09/12/12	09/14/12	M-F 2-3p Rachel Ray	CM	2-3p	--WTF--	:30	3	\$175.00	P-5	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		3				\$175.00		0.00			
42	WKYC	09/12/12	09/14/12	M-F 3-4p The Doctors	CM	3p-4p	--WTF--	:30	3	\$200.00	P-5	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		3				\$200.00		0.00			
E 43	WKYC	09/12/12	09/14/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--WTF--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		3				\$450.00		0.00			
E 44	WKYC	09/12/12	09/14/12	M-F 5-6p Dr. Phil	CM	5p-6p	--WTF--	:30	4	\$700.00	P-3	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		4				\$700.00		0.00			
E 45	WKYC	09/12/12	09/14/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--WTF--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 710594  
 Alt Order #: 06300844  
 Flight Dates: 09/04/12 - 09/17/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA SKED C  
 Estimate: 2274

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 45	WKYC	09/12/12	09/14/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--WTF--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WTF--			1		\$1,800.00		0.00				
E 46	WKYC	09/12/12	09/14/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	--WTF--	:30	1	\$2,800.00	P-3	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WTF--			1		\$2,800.00		0.00				
47	WKYC	09/12/12	09/14/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	--WTF--	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WTF--			1		\$1,200.00		0.00				
E 48	WKYC	09/12/12	09/14/12	M-F 730-8p Entertainment Tonight	CM	730-8p	--WTF--	:30	4	\$1,200.00	P-3	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WTF--			4		\$1,200.00		0.00				
E 49	WKYC	09/17/12	09/17/12	Mon Prime Other Monday Prime Other	CM	Various (8:00 PM-10:00 PM)	M-----	:30	1	\$6,500.00	P-3	0.00	NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----			1		\$6,500.00		0.00				
E 50	WKYC	09/15/12	09/15/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S-			1		\$500.00		0.00				
E 51	WKYC	09/12/12	09/15/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	--WTFs-	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WTFs-			1		\$1,800.00		0.00				
E 52	WKYC	09/17/12	09/17/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	M-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----			1		\$400.00		0.00				
E 53	WKYC	09/17/12	09/17/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----			2		\$800.00		0.00				
E 54	WKYC	09/17/12	09/17/12	Days of Our Lives Days of Our Lives	CM	1p-2p	M-----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----			1		\$375.00		0.00				
E 55	WKYC	09/17/12	09/17/12	M-F 2-3p Rachel Ray	CM	2-3p	M-----	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----			1		\$175.00		0.00				
E 56	WKYC	09/17/12	09/17/12	M-F 3-4p The Doctors	CM	3p-4p	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----			1		\$200.00		0.00				
E 57	WKYC	09/17/12	09/17/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----			1		\$450.00		0.00				
E 58	WKYC	09/17/12	09/17/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----			1		\$700.00		0.00				
E 59	WKYC	09/15/12	09/15/12	630A-7A Chris Matthews Show	CM	630a-7a	-----S-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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Advertiser: Obama/D/President  
 Product Desc: OBAMA SKED C  
 Estimate: 2274

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 59	WKYC	09/15/12	09/15/12	630A-7A Chris Matthews Show	CM	630a-7a	-----S-	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-			1		\$500.00		0.00			
E 60	WKYC	09/14/12	09/14/12	Fri Prime C Fri Prime C	CM	10-11p	----F--	:30	1	\$3,000.00	P-3	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--			1		\$3,000.00		0.00			
												Totals	121	\$81,600.00